

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao- Goa  
Third Year BBA (FS) – Semester VI  
End Semester Examination, April 2017

**ELECTRONIC COMMERCE**

Duration: 1.5 Hours

Max.Marks: 50

**Instructions:**

- *Figures to the right indicate maximum marks*
- *Start each new question on a fresh page*

Q.1. a) Explain the principles a web designer must follow to design a website of a company. (10)

**OR**

Q.1. x) Explain the importance of having a website for a company. (06)

Q.1. y) Explain the major challenges faced by E-Commerce Industry in India. (04)

Q.2. a) Explain the different types of Online Advertisement with a help of an example. (10)

**OR**

Q.2. x) 'Introduction of Electronic Data Interchange (EDI) has lead to faster transactions.' Comment. (06)

Q.2. y) Explain the procedure followed by a company for selling its product online. (04)

Q.3. a) Discuss the different E-Commerce Payment Systems available to undertake online transactions. (10)

**OR**

Q.3. x) What do you mean by Firewall? Explain the different type of Firewall. (06)

Q.3. y) Explain the application of E-Commerce in manufacturing and retail enterprise. (04)

Q.4. a) Explain the various Legal Issues in E-Commerce. (10)

**OR**

Q.4. x) Explain how data and message security can be ensured in E-Commerce. (06)

Q.4. y) 'E-Marketing helps a company to create an edge over its competitors'. Comment. (04)

Q.5. White short notes on **ANY FOUR** from the following: (2.5X4)

- a) Alternative ways for customer communicaion.
- b) Cost Per Mille Advertising.
- c) Push and Pull Marketing.
- d) Legal Risk.
- e) Network Security.

\*\*\*\*\*